

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:1539

ANSWERED ON:04.03.2016

Kisan Channel

Singh Shri Ravneet

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has taken note of the Kisan Channel which was launched to create awareness among the farmers and has utterly failed to achieve its objectives;

(b) if so, the reasons therefor;

(c) the details of programmes being telecasted by the said channel; and

(d) whether the Government has made any assessment of the benefits to farmers from this Channel; if so, the details and findings thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING
{COL RAJYAVARDHAN RATHORE (Retd.)}

(a) & (b) No Madam. As per the Broadcast Audience Research Council (BARC) data including rural viewership initiated in October, 2015, the growth in ratings of Kisan Channel of Doordarshan, launched in July, 2015, are satisfactory. However, it is a constant endeavor of Doordarshan to improve upon its programmes by reviewing content and quality from time to time with a view to sustain the interest of the viewers and increase television viewership ratings. Thus, Prasar Bharati has informed that the viewership of DD Kisan has reached 1.68 crores in the week ending 19th Feb. 2016 as per BARC data.

(c) The details of programmes being telecast by Kisan channel are given at Annexure.

(d) A channel survey has been commissioned by DD- Kisan Channel to assess the effectiveness of the channel and also to get feedback from the farmers on the programmes telecast by the channel.
